Don't wait until your cold develops Spanish Influenza or pneumonia. Kill it quick.



remady for 20 years—in tablet re, no opiates—breaks up a cold relieves grip in 3 days. Money The genuine bor has a Red top a picture. At All Drug Stores.



Commercial Banking Accounts Invited Large and Small **GUARANTY BANK** 

& TRUST CO. 156-158 Madison Avenue

### NOTICE TO SHIPPERS

River service resumed between Memphis and St. Louis. Steamer FERD HEROLD will leave Memphis for St. Louis Monday, Feb. 24th, noon. Returning, leave St. Louis Friday, Feb. 28th.

Iron, Scrap Metal and Paper Stock H. BLOCKMAN & CO. OVERTON AND N. FRONT ST. Main 1885. New 190.

Memphis Nash Motor Co. to Honor President of Big Auto Concern

company at a banquet at the Hotel Chisca Wednesdey evening at 7 o clock, when the local auto company has as its honored guest Mr. C. W. Nach, president of the Nash Meters company, and one of the big men is the production of aircraft for Uncle Sam.

Mr. Nash will be the principal speaker of the occasion in addition to being the guest of henor. He has just concluded his work for the nation and the allies on the aircraft production board, of which John C. Ryan was the head. Mr. Nash was considered as being the most prominently identified persons in the production of airplanes outside of Mr. Ryan himself.

In addition to the dealers and distributors of the four states, the local company will have as its guests officials and employes of the concern. As informal program has been arranged by the committee in charge, of which Nobie Bruce is the chairman.

### Truing Up Wheels Booklet Is Issued By Goodyear Firm

"Truing Up Wheels" is the practical tile title of the first of a new series tire conservation booklets, just issued the Goodyear Tire and Rubber com-my, Akron, O., and which have been celved by Nelson Jones, vice-president the "\$18" Tire company, local ents.

of the "\$16" Tire company, local agents.

In its message is shown the abnormal wear that an automobile tire undergoes when wheels are run out of alignment. It shows how bumping into curbs, hitting bumps in the road, turning out into gutters and similar strains are likely to throw a wheel out of "true" and how tires run on wheels that are badly out of line, travel with a skidding action that wears down trends rapidly.

Tires on wheels that are in perfect alignment encounter only one source of friction—the grip of the trend on the road surface. In misaligned wheels there is an additional source—the grinding of the road at an angle to the wheel. The result is the same as if the tire were held againse a revolving grindstone—the trend grinds off abnormally.

Any observing motorist may see daily

tire were held sgainse a revolving grindstone—the tread grinds off abnormally.

Any observing motorist may see daily many cars operating on wheels that are not "true." wabbling like a drunken person, and at the same time rolling the car owners' money away needlessly. Tire men estimate that about one in every three cars has one or more misaligned wheels that are robbing their owners of thousands of tire miles.

The only remedy for this condition is to test the wheels frequently, particularly after the car has suffered severe bumps and jolts. The new Goodyear booklet outlines a very simple method by which any car owner may determine for himself in a few minutes whether his money is being wabbled away by a misaligned wheel, and how the savings effected by the detection of misaligned wheels, often mount up as high as 5,000 miles in a single tire.

Copies may be had by motorists upon application to the "316" company, local Goodyear service station.

# First in Economy and Efficiency

100% efficient service for every 100% expended is the ulti-mate aim of every automobile owner. Buy your battery as you do thes.

Tires are sold on a mileage basis. Why not buy the battery sold on a definite performance of Thus you pay only for the actual service rendered.

Better Repairing



Try USL Way Recharging

# STORAGE BATTERY SERVICE & SALES CO.

47 South Third, Main 3883 Service, Quality and Courtesy

E. G. ASHLEY

# Let Experts Examine Your Battery

Get honest, conscientious service. We will demonstrate to your satisfaction any statement we make regarding your battery.

### RELIABLE REPAIRS

We are now permitted to use the patented Vesta Impregnated Mats in repairing all makes of Batteries. Let us explain what this means to you. We Guarantee all Repair Work for a Period of Six Months.

# Battery Service Co.

### SAVE 10 to 25% Of Your Gasoline and Motor Oil Expense by Installing



Line of Double Seal Piston Rings. Sizes for all motors.

Full

DEMONSTRATION

PISTON RINGS

Double Seal Ring Company Phone M. 2084

128 Monroe

# SCORED CYLINDERS AND

Repaired by the Lawrence patent process, with a silver nickel alloy electrically fused

### CYLINDERS REGROUND NEW PISTONS MADE TO FIT

Exclusive agents for Trojan Roller Bearings for Ford and Chevrolet 490 front wheels. J. B. Cook Auto-Machine Co.

247 POPLAR. MAIN 1695

Head Of Big Motor Firm To Talk Here



Mr. C. W. Nash, one of the industry's foremost manufacturers of passenger cars and trucks of quality in large volume, his war work completed, is back in active charge of the one hundred-acre Nash factory at Kenosha. His record as a manufacturer led him to be selected and placed in charge of engineering and production of aircraft during the last months of the war in the government's reorganized aircraft department. partment.

Nash will be the principal speaker
fednesday night at the banquet tenered in his honor by the Memphis

The Essex, which has been creating so much comment in automobile circles recently, has added another notable achievement to its record by averaging 23 miles to the gallon of gasoline in a 115-mile test in San Francisco, according to word received by Frank N. Fisher, of the Memphis Motor Car company.

pany.

"This performance is all the more notable because of the fact that immediately after the economy test the same car was driven over the steep California street hill in San Francisco, being the only four-cylinder car which has ever accomplished this feat," Mr. Fisher said.

california street hill in San Francisco, being the only four-cylinder car which has ever accomplished this feat," Mr. Fisher said.

"Both these lests were made with the car filled with newspaper men, who acted as observers. The start up the hill was made at Battery street and the wrip ended at the Fairment hotel. Only two other cars have climbed this hill officially in high gear. One was an eight-cylinder machine.

"At the close of the tests the differential was removed to verify the fact that a stock gear ratio was used. In fact, it was not only a stock car throughout, but it had just been resolved from the factory. All brand lew cars are slightly stiff, and it is not until they have been run several hundred miles that they levelop their utmost power and efficiency."
"In considering the magning of the feat of covering 23 miles on a gallon of gasoline it should be remembered that the motor of the Essex, although it is only 29 inches in length over all, develops more than 50 horsepower. It was this smooth flow or surpus power which enabled it easily to conquer a hill which only two other cars nave over made in high gear.

"Extreene evenomy might be obtained at the cost of power or endurance, but these two performances taken together prove that in the Essex the utmest efficiency has been obtained without the sacrifice of any other element casential to a real auromobile."

The fact that 100 or more dealers and distributions of the sacrifice of any other element casential to a real auromobile."

### Ascot Sweepstakes On California Track Won By Roamer Car

A Roamer, driven by Roscoe Sartes, had the distinction to capture the 260-mile victory sweepstakes at the Ascot park speedway jecently at Los Angeles against a field of Stutz, Mercer, Hudson and several other equally well-shown makes, not to mention several inter special makes which qualified or the event.

Word to this effect has been recived by the 1. or the event.

Word to this effect has been reelived by the L. B. Ring Aute comany, which is the local agency for

The Roamer took the lead in the rist lap and was never headed, acording to reports of the sweepstakes. I finished one and one-quarter miles head of its nearest competitor and he race was won without a stop.

### BATTERY SERVICE CO. OPEN ON UNION AVENUE

The Battery Service company, one of the newest of battery stations in Memphia, has established its offices and service rooms at 227 Union avenue and has taken over territory rights for the distribution of the Vesta battery. The Vesta battery, according to W. H. Daniels, is guaranteed for 18 months.

The new firm is under the direction of W. H. Daniels, for many years prominently identified with the battery business in Memphis and who has just returned from war service, and E. G. Ashley, a prominent local hardware salesman.

Park Field Aviators good cigars. They smoke Samel-Extra, that dandy 10c smoke adv.

POINTERS TO OWNERS AS VOICED BY BUTLER

The following pointers to motor car where are given by S. H. Butler, presi-ent of the Southern Motor Co.: Drive in such a way that you will get he maximum life out of every part of ne maximum his out of every part of Keep everything on your car tight and properly adjusted.

Keep the car thoroughly lubricated; thorough lubrication is the best assurance of long life to parts.

Train yourself so that you will be able to detect at once anything wrong with your car and then right it at once If you can't right it, bring it to us

### MYERS BACK AGAIN WITH QUALITY AFTER ILLNESS

After an iliness of several days with the popular flu. Max Myers, in charge of territory sales of the Prest-O-Lite battery for the Quality Motor Car company, has returned and is again greeting his many friends.

Myers will shortly resume his campaign throughout the territory of Tennessee, Mississippi and Arkanass for the company and expects to place several large orders for the popular Prest-O-Lite battery, which he declares are selling like the proverbial het cakes.

NEW AUTO REPAIR SHOP

One of the newest, if not the newest, addition to Memphis' automobile trade circles is the Annesdale Auto shop, at Bellevue and Harbert, which has been opened by L. H. Friedlander and H. G. Brignole. Both these young men have just returned from the army and Friendlander was one of the experts on Uncle Sam's aviation motors at Park

Quality Motor Car Company Establishes New Record for Territory.

Two of the largest battery orders hich have been placed in the South some time and which established a ch have been and which the some time and which the concern have just a record for the concern have just a record for the Quality Motor comment, \$15-317 Madison avenue. Five andred batteries were sold in one order and snother order for \$30 batteries was placed with another concern.

Mr. Albert H. Gross has just returned from an inspection and business trip to the factory of the Prest-U-Lite company, at Indianapolis, Ind., and reports unusual business activity in what he declared to be the largest battery manufacturing plant in the world. The Prest-O-Lite company, Inc., has only recently acquired the factories of the Columbia Battery and the Union Carbon Calles and with its control of the columbia Battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the control of the columbia battery and the Union Carbon watting the control of the columbia battery and the colum recently acquired the factories of the Columbia Battary and the Union Carbon companies and with its control of the Eveready battery plant is considered one of the greatest industrial institutions connected with the automobile accessory trade.

"The Prest-O-Lite people are putting out the best battery this concern ever manufactured." declared Mr. Gross. in speaking of his trip. "While improvements were not essential to make the Prest-O-Lite battery the best on the market, improvements nevertheless have been made which add materially to the long life and vitality of the power these batteries and solver when occasion requires. The heavier plates. I think, are one of the most vital improvements, and the battery with a backbone is not to be excelled on the market.

"Our sales continue at a record-breaking pace, orders already on our hooks or already delivered exceeding so far this year our total output for all of 1818."

### Hudson And Essex Private Exhibit Is Big Show Feature

"Hudson and Essex had a private exhibit all their own and more than one envious exhibitor remarked how easy it was for a prospect to get in and how hard it was for him to avoid making a purchase then and there." is the description made by Motor World of the big demonstration given the Chicago automobile show recently by these two popular cars.

The Memphis Motor Car company, local agents, takes pride in the following quotation anent the Hudson and Essex exhibit which appeared in another section in the auto magazine. "Of the many well-arranged exhibits a feature is that of the Hudson Motor Car company, of New York, which handles Hudson and Essex. The entire Concert hall, a special room of ample dimensions off the main floor of the garden, was taken, specially treated as to decorations, but carrying out the same general effect as that of the main hall fitted up with comfortable chairs and a couple of stenographers, and such conveniences as a visiting subdealer or owner might appreciate. With this setting there were displayed 10 complete Essex and Hudson cars, as well as the chassis of the new Basex, which made its debut at Los Angeles, reappeared at Chicago and has a splendid showing here."

poration.

The fact that 100 or more dealers and distributors of three well-known and popular makes of cars gathered in Memphis is in itself an indication of the fast-growing popularity and importance of Memphis as a distributing center.

### Installs Machine For Graining All Parts Of Engines

J. B. Cook, of the J. B. Cook Auto Machine company, has returned after several months' service with the U. S. marines and since his return has im-proved the equipment of the plant at 247 Poplar avenue considerably. The Cook company has moved from its for-mer location.

247 Poplar avenue considerably. The Cook company has moved from its former location.

Among the new equipment the Cook company has added to its facilities is a crank shaft grinding machine and the second cylinder grinder. Mr. Cook has also obtained rights for Tennessee. Arkansas, Louistana and Mississippi for the use of the Lawrence patent process which enables him to make repairs to scored cylinders and cracked water jackets. This process is accomplished by filling the scores or cracks with a silver-nicket alloy, which is fused electrically with the cylinder wall.

With these new additions Mr. Cook new has one of the finest equipped plants in the South, and is optimistic over the prospects for the automobile trade.

### JONATHAN BUZZELL WITH UNITED-MOTORS

B. G. Koether, chairman motor equip-ment division, United Motors corpora-tion. Detroit, announces the appoint-ment of Jonathan John Buzzell as adment of Jonathan John Buzzell as advertising manager.

Mr. Buzzell is well known in advertising and Business circles as the author of "Letters That Make Good" and "Bales Letter Writing," works which are considered standard and authoritative on this subject. Me was for three years manager of the advertising and service departments of the Union Paper and Twine company, of Detroit, previous to which he was for four years manager of a publishing and printing concern in Boston.

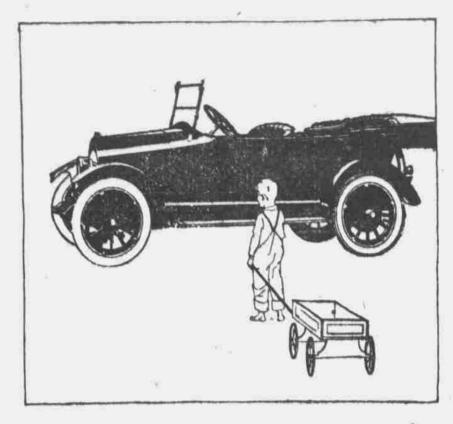
J. L. Hardig, formerly advertising manager of the Remy Electric company, has been appointed assistant advertising manager of the division.

### RELIEVES TIRED, **ACHING MUSCLES**

Sloan's Liniment Gives Sooth ing, Comfortable Relief. Get a Bottle Today.

Myers will shortly resume his campign throughout the territory of Tensign throughout the territory of Tensis or the tensis or the territory of Tensis or the territory of Tensis or the tensis or





"Admiration"

The Overland Model 90 is admired because of its fine appearance and its comfort. It is respected because of its economical, efficient performance. More than 115,000 owners vouch for it. This evidence of public appreciation results from the dependable service of the car itself and the nation-wide Overland service facilities that back it up.

Memphis Overland Co., Distributors Phone Main 5100. Monroe at Lauderdale. Overland Model Ninety Five Passenger Car, \$985; Sedan, \$1495; f. c. b. Tuledo

Flip Of a Coin Not For a Drink

Not a few days ago, while a visitor was awaiting an opportunity of seeing S. H. Butler, president of the Southern Motor company, the following anusing means of accomplishing a big deal was witnessed:

Mr. Butler and a large gentleman of very affluent appearance come in from a few blocks' demonstration of a new Cadillac, when the prospective customer opened the fireworks with: "How will you trade her for the one I came in?"

in?"
Whereupon Mr. Butler made a proposition and the prosperous one countered immediately with another proposition, just \$100 more to his own advantage.

Then quick as a wink Mr. Butler raid "You are as game as I; let's flip a dollar to see which proposition goes." goes."
The toss was made, Mr. Butler wen, and a \$4,000 deal was consummed far quicker than has been required to win a drink in the olden days.

ROCCO, HIRSCH AND HAZEL WITH SOUTHERN

But On Auto Sale

The Southern Motor Car Co. congratulates itself upon being so formulate as to obtain the able offices of Sam Birsch, Jack Rocco and L. G. Hasel as salesmen at a time when Hasei as salesmen at a time when Cadillaca and Chandlers are breaking all previous February sales records. These gentlemen are too well known to Memphis and surrounding territory to require any introduction.

Mr. Hirsch only recently has returned from army service and he is handling Cadillac and Chandler cars. Prior to entering the army, Mr. Hirsch was engaged in selling Cadillac care. He is considered one of the city's best known young men and his many friends are welcoming him back into business circles.

cies.

Before returning to Memphis, Mr.

Hirsch visited many large automobile
concerns in the East and says he finds
the Southern Motor company one of the
best organized concerns he has seen. Mr. Smoker

Have you tried a Samelson's Extra? That popular quality cigar? 7c. adv.

Miller Rubber Co. To Establish New

Branch In Memphis

The Miller Rubber company, or Akron, O., one of the leading tire concerns of the country, will shortly open a branch office and distributing station in Memphis which will provide service for four states—Tennessee, Arkansas, Mississippt and Louisiana.

The new manager of the branch offices will be M. S. Elkin, of Gallatin, Tenn. who has come here to open up the branch. He will be assisted by J. A. Copeland, of Dallas, Tex., as office manager, and four traveling salesmen will cover the territory dedicated to the new office.

In addition to handling the celebrated Miller tire, the company desis in tire accessories and certain drip surfers. filler Lire, the company deals in tire accessories and certain drug sundries which are manufactured from rubber.

The offices will be located at 207 Madison avenue.

Read News Scimitar Wants.

HOAGLAND WITH EMPIRE: HUNTLEY IS IN ST. LOUIS

Members of road organizations, duly appointed delegates and all others interested in highway improvement are being notified that the ninth American Good Roads congress and the sixteenth annual convention of the American Road Builders' association will be held at the Hotel McAlpin, Broadway and Thirty-fourth street, New York eity, from Feb. 25 to 28.

# and Trucks are sold by members of the Memphis Automobile Dealers' Association

assured of fair treatment. ALL PRICES QUOTED F. O. B. FACTORY. Dodge Bros. Goupe Dodge Bros. Sedan Screen or panel

SCHLECHT MO	TOR SALES	CO.	Hem. 135.	000
Federal	1-Ton Truck 1/2-Ton Truck 2-Ton Truck	**********	\$1,900 \$2,860 \$3,600	SE-20
LILLY CARRI	S. Ten Truck	M	sin 877-878	CE SEL

-Passenger 6-Cylinder Touring \$1.785 7-Passenger Convertible Sedan \$1.985 Caro-Holmes Co., Inc.

Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

EIGHT TWO-RANGE MOTOR. Lilly Carriage Co. Main 877-878.

7-Pass., 6-48 Tour-LILLY CARRIAGE CO. - - - - Main 877-878

Cylinder 3-Passenger Touring Car. 3,535

Model F 3-Ton Truck, Cemplete \$1,376

Model F 3-Ton Truck Chassis, with cab, top and sile. 5,360

Quotations subject to advance without notice and any special federal tax to be added to above prices. LOCKWOOD AUTOMOBILE CO., MAIN 470

\$1,296 \$1,535 \$1,885 \$2,275 \$3,450 \$4,750 Richardson Motor Sales Co., 278-280 Monroe. Main 930.

Roamer holstering. Roemer care are equipped with Ducsenberg. Herschell-Spillman and large type Red Seal Centinental Motors, Beach Magnetos.

L. B. KING AUTO CO. Salesrooms and Offices, 247 Monros, Main 3615. Service Station, 290 Monroe, Main 665.

5-Pass. 6-Cyl ... \$1,295 Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

BURKE-COURT MOTOR CO. --- MAIN 3190

4-Pass. Roadster, 18-valve motor.
14-Ton White Truck
1/2 and 2-Ton White Truck.
8-Ten White Truck.
5-Ton White Truck.
5-Ton White Truck.
5-Ton White Truck.

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